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Title Page.

©CIL 20912

EASY PICKIN'S.

A Photoplay in 2 reels.

Directed by Harold Beardine.

Author of Photoplay CHRISTIE FILM CO INC. U S A.

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DEC 18 1924

PRESS SHEET

Christie Comedies

Neal Burns



©CIL 20912 "EASY PICKIN'S"

Directed by Harold Beaudine



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

1163

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6101 Sunset Blvd Los Angeles Cal.

"EASY PICKIN'S" WILL SEND YOUR PATRONS HOME LAUGHING

**Clever and Original Comedy That Will Keep
Them Roaring for Two Reels**

Occasions when the Christies have turned out crackerjack comedies have been too numerous to mention. It has become a habit with them, until side-splitters have become the rule and not the exception.

But "Easy Pickin's" is a comedy that exceeds in pure laughter anything that Christie has done in a long time. It is one of those comedies where the fun is so original and so cleverly handled that your audiences will naturally laugh themselves hoarse. And it's the kind of laughter that will be remembered, for you will find your audiences chuckling as they leave the theatre.

One of the funniest prize-fights ever filmed for comedy purposes provides most of the hilarity. Hard-boiled critics, men and women who review motion pictures every day of the week and who seldom smile at a comedy, actually roared at this sequence. Your patrons will go into spasms and vote it the funniest comedy they've seen in months.

The Story

Neal's girl drags him unwillingly to a fortune teller, who predicts that if she marries Neal, life with him will be one bed of thorns and misery. Neal is practically out of the running as far as the girl is concerned, but later the fortune teller tells Neal that if the latter will cooperate with him by going around and making his fortunes come true, he will lend his aid with Molly.

Neal agrees to this and the first person he is to shadow is Molly's father, the police commissioner, who suspects that the fortune teller is a faker and who tells him that if the three predictions don't come true, he will arrest him.

Neal's job is to make a black cat cross the old man's path, see that he picks up a twenty dollar bill and that Battling Scully doesn't win the prize-fight. Neal hires Scully to "lay down" and then when the time for the fight comes, finds that if Scully loses, he will lose his girl, for then Neal finds that Molly's father is the police commissioner and that if this prophecy comes true, the fortune teller is vindicated and Molly's father won't let Molly marry him. Scully has to win in order that Neal can marry Molly.

Neal goes to the dressing room, knocks out Battling Scully's opponent and goes into the ring himself, determined to make Scully win by losing himself. But Scully is determined to win the five hundred dollars promised him if he loses and both men then try to lose. Neither will hit the other until Neal cooks up a bright scheme to get himself knocked out. He steals a kiss from the other fighter's girl and Scully swings a haymaker from the floor. When Neal wakes up, the fight is over, but he has won his sweetheart's hand.



For Electro Order No. 3358-E
For Mat (Free) Order No. 3358-M

WHAT OTHERS SAY About Recent Christie Comedies

"Busy Buddies—Educational-Christie, with Neal Burns; Oh, Boy! This is an excellent Christie Comedy. It has laughter in every ten feet for two reels."

C. A. Angelmire, Y Theatre,
Nazareth, Pa.
(From Exhibitors' Herald)

WHO'S WHO in "Easy Pickin's"

Neal.....NEAL BURNS
Molly.....Molly Malone
Battling Scully.....Eddie Baker
His Sweetheart.....Natalie Joyce

Directed by Harold Beaudine

EXPLOITATION

Back of every Christie Comedy is a reputation that amounts to a guarantee of quality.

Years of successful comedy-making and hundreds of delightful pictures on the screen have established the Christie name as standing for quality comedies. In the minds of every movie patron is the recollection of many excellent Christie Comedies they have seen on the screen, and to them the name of Christie is synonymous with the best in comedy entertainment.

The exhibitor playing Christie Comedies can capitalize on this long established reputation by simple exploitation, such as using plenty of posters in front of the house and placing a set of the lobby photos in his lobby frames. Putting the title on the screen in advance of release date brings notice of the coming comedy to your patrons, and the display in front of the house gives the message to the man in the street.

PARAGRAPHS For Your Program

He had to lose to win his girl—See how Neal Burns does it in his new Christie Comedy "Easy Pickin's."

* * *

The funniest prize-fight ever filmed in the new Educational-Christie Comedy, "Easy Pickin's" with Neal Burns.

* * *

Extra Added Attraction—Neal Burns and a big cast in one of the funniest comedies of the season, "Easy Pickin's."

* * *

In addition to the feature—A half hour of the most delightful comedy you ever saw in "Easy Pickin's," with Neal Burns.

* * *

Neal Burns, Molly Malone, Eddie Baker and Natalie Joyce in a side-splitting Christie Comedy, "Easy Pickin's."

YOU'VE GOT TO LAUGH AT THIS CLEVER COMEDY

"Easy Pickin's" with Neal Burns a Real Side Splitter

(Newspaper review for use after showing
of picture)

If you want to see a comedy that will provide you with more laughs than you've had in a long time, don't miss the bill at the Theatre this week.

In addition to the feature picture, one of those well known Christie Comedies is completing the bill. The comedy is "Easy Pickin's," with Neal Burns in the starring role and it alone is worth twice the price of admission.

Neal is cast as a young lover whose fiancée gives him the air when the fortune teller foretells a dire future for her if she weds Neal. The faking fortune teller offers to help the young lover win back his girl, provided Neal will cooperate with him in making some of his prophecies come true. Neal agrees, and sets out to do his job, and the first dupe is his sweetheart's father.

One of Neal's tasks is to see that Battling Scully loses the prize fight. He bribes him to lose, and then finds that Battling Scully must win or Neal will lose his sweetheart after all, so Neal enters the ring, determined to lose first.

NEAL BURNS IN CLEVER COMEDY

(Newspaper review for use after showing
of picture)

Neal Burns, the popular Christie comedian, is manufacturing laughs in wholesale quantities at the Theatre this week in his latest two-reel side-splitter, "Easy Pickin's."

The comedy is a real rib-tickler. Neal is cast as a young man who has to lose a prize fight in order to win his girl, but his opponent is also trying to lose. The results are too funny to be successfully described in print.

Supporting Burns is a new leading lady, Molly Malone. She recently returned to Christie Comedies after an absence of several months. Eddie Baker is seen as the other prize fighter and Ward Caulfield, Natalie Joyce and other familiar Christie comedians appear in the cast.

The comedy is from the story by Keene Thompson and the direction is by Harold Beaudine.

"CAREFUL BALANCE IN COMEDY NECESSARY FOR WIDE APPEAL"



NEAL BURNS

in a scene from
"EASY PICKIN'S"

For Electro Order No. 3459-E
For Mat (Free) Order No. 3459-M

NEAL BURNS HAS NEW GIRL STAR

(Prepared as advance publicity story)

Neal Burns has a brand new leading lady in his new Educational-Christie Comedy, "Easy Pickin's," which will be at the Theatre

She is Molly Malone, who seems to look prettier than ever in this return to Christie Comedies after an absence of two years. Miss Malone's appearance here marks one of the freak occurrences in making comedies. She was engaged to play one of the two girl parts in a recent Christie Comedy, and in fact did play in the picture for three weeks. But a comedy is something unlike the rest of the motion picture family. It is a law unto itself and in the vagaries of cutting the picture and throwing away all the unfunny stuff and saving all the laughable episodes, Molly's part was entirely cut out. In the new comedy, however, she has an opportunity to register in a great many of the scenes.

Children Best Boosters, says Popular Young Christie Star

(Prepared as advance publicity story)

Neal Burns, Christie comedian, divulges one of the reasons why Christie Comedies are so popular.

"Comedies have to be carefully balanced for mixed audiences," says Burns, whose latest two-reel comedy, "Easy Pickin's" will be seen at the Theatre

"Men will guffaw with gusto at a situation which does not in the least appeal to women. The reverse is also true. And the children have to be taken into consideration, for they are the consistent boosters of comedy pictures. They are absolutely without prejudice. They either like a comedy or they don't. And if they like it they go for it, hook, line and sinker. They shout with glee all over the place. Their mirth is intoxication and they promote laughter like a real estate agent promotes a land boom."

Burns is rapidly coming to the foreground of popularity among film

comedians. Young, good-looking, and with a likeable screen personality, he has won a large following. He is one of the few comedians on the screen who does not depend on any burlesque make-up or face-twisting grimaces to produce his comedy. He has been with the Christie forces for a number of years and every picture he makes adds to his popularity.

TOUGH GUY, BUT NOT REALLY BAD

(Prepared as advance publicity story)

What would the comedies do without a big burly fellow whose place it is to maul the poor little comedians? If you will notice the average comedy, you'll nearly always see a great big ugly villain doing things to the unlucky comedian in order to make people laugh. Most of this mauling in some of the recent Educational-Christie Comedies is done by Eddie Baker, who stands about six feet in his socks and weighs two hundred pounds on the hoof. Eddie is a comedian of the first rank himself and really a whole lot gentler fellow than he looks in the pictures. He is kind to his own child and has never been known to beat up his father, who is a prominent member of the City Council of Los Angeles.

WHY?

Why do people come to your theatre? Stand off and ask yourself that question. And then try to answer it convincingly.

Is it because they like the way the house is decorated, or is it your own personality that brings them in? Possibly either or both of these items have their appeal, but the real, fundamental reason is that they come to your theatre for entertainment.

Therefore you are selling entertainment and your whole sales idea should be to convince your prospective patrons that your house offers this entertainment in a high degree.

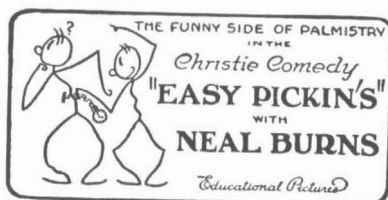
Sell them the idea that your bill is composed of all good entertainment items. If you advertise only the feature, you are leaving the rest of the program to be guessed at. You are selling only a portion of your

program, or making an appeal to only a portion of the readers of your advertising matter.

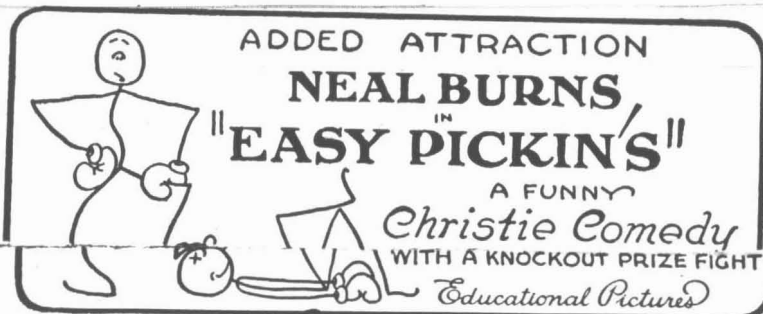
Include the Short Subject in your advertising. It carries the idea of a well-rounded bill; assures your patrons that they will see a good comedy and offers them an additional attraction for the admission price.

Sell the idea of complete entertainment and you are selling your program one hundred per cent. Omit the Short Subjects from your advertising and you are handicapping your house and your program.

The little cuts or mats furnished with each two-reel Educational comedy are made especially for your use in newspaper advertising. Secure them from your exchange. The electros are sold at a nominal price and the mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3460-E
For Mat (Free) Order No. 3460-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3461-E
For Mat (Free) Order No. 3461-M

For Three Column Cut on Page One Order
Mat (Free) No. 3462-M Electro No. 3462-E

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

A comedy you'll remember—Neal Burns in "Easy Pickin's."

* * *

Neal Burns in the laughing treat of the season—
The Christie Comedy "Easy Pickin's."

* * *

Two reels of unadulterated comedy. Neal Burns
in "Easy Pickin's," a rib-tickling Christie Comedy.

* * *

Twice as much fun as a circus—Neal Burns' new
Christie Comedy, "Easy Pickin's," a laughing sensation.

* * *

Neal Burns, Molly Malone, Eddie Baker and
Natalie Joyce in a side-splitting Christie Comedy,
"Easy Pickin's."

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